



The Goodwill Way

GOODWILL GULF COAST FY2025 ANNUAL REPORT

INCLUDING:

A Statement from our CEO, The Edgar Award, Mission Impact, Programs and Services, The Donation Cycle, Success Story Highlights, and Moving Forward

THE GOODWILL WAY

FY2025 LEADERSHIP



RICHARD WILKINS
CHAIRMAN OF THE BOARD



FRANK HARKINS
PRESIDENT/CEO

Dear Gulf Coast Friends:

As I retire after 46 years of service as CEO of Goodwill Gulf Coast, I find myself reflecting with deep gratitude on the journey we have taken together. It has been the honor of my lifetime to witness the strength, generosity, and heart of this organization and its steadfast commitment to the communities we proudly serve.

Through every challenge and every triumph, one constant has always guided us: The Goodwill Way!

The Goodwill Way is the spirit that has shaped our mission for generations. It is the belief that every individual deserves dignity, opportunity, and the chance to build a brighter future. It is the commitment to meet people where they are, support them with compassion, and celebrate their successes. This year's Annual Report highlights the remarkable accomplishments of our Goodwill team and program participants, whose stories embody resilience and hope.

I am exceptionally proud of how Goodwill Gulf Coast continues to innovate, expand services, and respond to the changing needs of our region. None of this would be possible without the dedication of our board of directors, employees, the generosity of our donors, and the steadfast support of our partners. You each play a vital role in this mission. I am profoundly grateful to have served alongside such a dedicated and compassionate group of people who, in turn, have enriched my life.

As I turn the page on my own chapter, I do so with absolute confidence in the future. Under the leadership of new CEO Barry Reed, the work will continue, the impact will grow, and The Goodwill Way! will remain our guiding light.

Forever grateful,

Frank Harkins
President/CEO

THE EDGAR AWARD

Named after Goodwill's founder Rev. Edgar Helms, the Edgar Award each year honors an individual employee who best embodies the Goodwill spirit of ensuring that every person in our community "has an opportunity to develop to their fullest usefulness and enjoy a maximum of abundant living."

This year's Edgar Award recipient is Jenny Thomas, who began her career with Goodwill Gulf Coast in 2016 as an Assistant Manager and has steadily advanced through leadership roles, including Store Manager, Director of Store Development, and Assistant Vice President of Donated Goods. In 2023, she completed the Goodwill Industries Senior Leadership Program. She is passionate about Goodwill's mission and takes pride in leading teams, developing people, and finding new ways to grow donated goods and retail operations.

"Jenny has enabled our donated goods retail operation to grow," Barry Reed, incoming CEO of Goodwill Gulf Coast, said. "At every step, Jenny has brought a deep commitment to our mission, a steady hand in leadership, and a clear focus on results." One of her most significant accomplishments was leading the rollout of our updated apparel process, which increased the apparel sell-through rate. "That kind of impact is no accident," Reed said. "It reflects her ability to understand our challenges and turn good ideas into real outcomes."



GOVERNING BOARD

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THE GOODWILL WAY

MISSION IMPACT

In FY 2025, Goodwill Gulf Coast experienced the most impactful year in our 69-year history. Thanks to record levels of donations, shoppers, and retail revenue, Goodwill Gulf Coast served **13,857** people with **29,452** services. **Nearly one in every 40 households received a service from us.** That's **422** more people than last year and **10,295** more services. These services reached individuals and families in all 10 counties across our Alabama/Florida region.



Workforce Development

4,985 people strengthened their job readiness this year—**678** more than last year, by taking classes, participating in training, and earning certifications.

As a result, **612** people gained employment—**roughly two new hires a day.**

This includes **790** people enrolled in **1,225** Career Pathways programs.

Goodwill Employment

Goodwill Gulf Coast employed an average of **570** people, an **11%** increase from the year before.

Our team is uniquely diverse: **4 out of every 10** employees have a disability.

And **1 in 25** employees is a veteran—**about two veterans per store**—bringing essential skills and service experience to our mission.

Children & Family Services

2,216 children received support through Early Intervention, the Child Development Center, Kaleidoscope Adult Day Program, Home

Visitation, and our new Autism Evaluation Clinic—**enough children to fill three large elementary schools.**

Our new Autism Evaluation Clinic received **565** referrals, completed **424** assessments, and helped provide **242** ASD diagnoses—**that's nearly one diagnosis for every workday of the year.**

Adult Education

895 people took free adult literacy, GED preparation, or English-as-a-Second-Language classes at Mobile-area Goodwill locations and correctional facilities.

Goodwill Gulf Coast services helped **123** graduates earn their GED or high school diploma—**roughly three full classrooms of adults achieving a major milestone.**

Free Books Program

146,007 free books were given to local children—a **10% increase** over last year.

Since 2019, this program has grown steadily:

- **132,821** books in 2024
- **91,475** books in 2023

Good Samaritan Program

1,753 individuals received clothing and household goods valued at **\$58,628.**

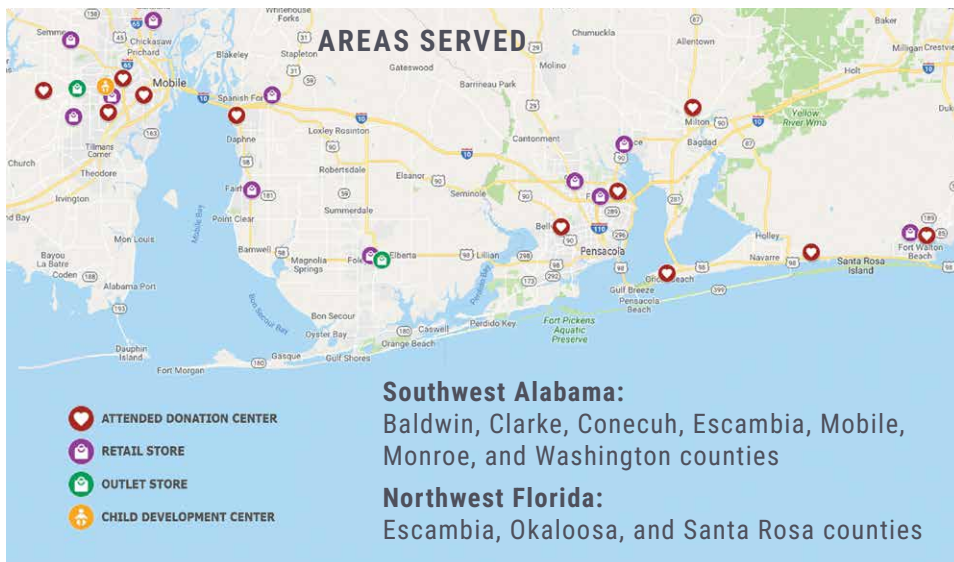
Our new mid-year emergency assistance program helped **241** people in just six months—**almost one person every 18 hours**—providing **2,823** essential items valued at **\$13,874.**

Environmental Impact

Donors helped divert over **9.3** million pounds of clothing and household goods from landfills.

Community Assistance

- **6,193** people in need received **9,504** pieces of donated medical equipment free-of-charge
- **902** local taxpayers who needed tax preparation services worked with volunteers to prepare their tax returns and took home an average refund of **\$2,175** (for a total of **\$785,319**)
- **770** winter coats and **160** blankets were distributed to homeless shelters in Alabama (Mobile) and Florida (Pensacola and Fort Walton Beach)
- **5,328** pounds of donated food – **nearly three tons** – was collected at our Florida locations (along with Azalea, Saraland, and Spanish Fort) and given to non-profit Feeding the Gulf Coast for local distribution
- **1,039** volunteers donated **16,979** hours at a value of **\$590,699** across all programs – **the equivalent of eight full-time positions**
- **6,897** people representing **240** agencies utilized Goodwill's Gordon Smith Campus auditorium and classrooms for training, workshops and networking, free-of-charge.
- In September, the auditorium was renamed the **Frank Harkins Auditorium** in honor of Harkins' retirement after 50 years of non-profit service.



THE GOODWILL WAY

PROGRAMS & SERVICES

Education Services

ADULT EDUCATION

Classes in basic skill remediation and GED instruction are offered at Goodwill's Opportunity Centers as well as the Mobile County Metro Jail and the Strickland Youth Center. Outreach program sites, staffed by community volunteers, make adult education accessible in rural areas.

GED INSTRUCTION/TESTING

The official GED Test is administered weekly in Goodwill's PearsonVue Testing Center located in the Ladd Learning Center on the Gordon Smith campus in Mobile. We also administer the GED Test in the Mobile County Metro Jail and the Strickland Youth Center through mobile test labs.

CAREER PATHWAY PROGRAMS

Goodwill provides a variety of credentialed training programs through live instruction, virtual classrooms, hands-on practice, and blended learning. Options include instruction for Forklift Operator, Logistics Training, Healthcare, Hospitality/Tourism, and Information Technology (IT) certifications.

LITERACY/ENGLISH LANGUAGE CLASSES

Goodwill offers Adult Literacy and English Language classes in Alabama, enabling individuals to improve their English language skills and more effectively communicate and integrate in the community. Classes are offered for beginner, intermediate, and advanced learners.

Employment Assistance

JOB TRAINING AND PLACEMENT

For people with disabilities and others who face barriers to employment, each Opportunity Center in Alabama and Florida offers employment services to individuals seeking assistance with job search, resume writing, electronic application submissions, interviewing skills, and more.

JOBS AT GOODWILL GULF COAST

Through employment options in our retail stores, e-commerce, and mission services areas, Goodwill Gulf Coast provides individuals with opportunities to perform meaningful work, develop professionally, and be part of a supportive community of workers dedicated to making a difference in the lives of others.

WORK TRAINING CENTER/ABILITYONE

The Work Training Center performs light packaging and assembly for corporate partners, providing work experience and training for individuals with disabilities. Through partnerships with federal agencies, GGC provides janitorial services in Mobile County, employing 40 individuals with disabilities.



Children and Family Services

EARLY INTERVENTION

Infants and toddlers with special needs receive services to enhance their early development including personalized instruction; physical, occupational, and speech therapies; behavioral consultations; and family support and training.

HOME VISITATION PROGRAMS

Educators with the HIPPY Program (Baldwin County and Escambia County, AL) and the PAT Program (Mobile County) visit families with young children to address early childhood education, health needs, and developmental issues. The staff also provides in-home instruction for parents/caregivers and connections to needed resources.

AUTISM EVALUATION CLINIC

This new program offers assessment and diagnostic services for young children (ages 2-6) suspected of having Autism Spectrum Disorder (ASD). The clinic plays a crucial role in early diagnosis and intervention for young children with ASD.

CHILD DEVELOPMENT CENTER (CDC)

Goodwill Gulf Coast provides for the community an inclusive child development center in partnership with Mobile County Public Schools. Children of all abilities receive high-quality instruction with favorable staff-to-child ratios.

KALEIDOSCOPE ADULT DAY PROGRAM

For adults with developmental disabilities who have recently transitioned out of high school and other non-senior adults who desire to remain active and engaged in structured daytime learning and recreational activities. This program was physically expanded in 2024 to serve even more participants.

Support Services

MEDICAL ASSISTANCE AND EQUIPMENT

Assistance for individuals with disabilities (or temporary conditions) to obtain medical supplies or adaptive equipment free-of-charge, which leads to an improved quality of life and greater independence.

FINANCIAL WELLNESS & FREE TAX PREPARATION (VITA)

Free income tax preparation for low to moderate income households; budgeting workshops; first-time home buyer counseling; and credit and banking classes are offered. Notary services also are available.

FREE BOOK PROGRAM

Surplus children's books are distributed free of charge to families visiting Goodwill stores as well as to schools, daycares, and other organizations serving children in an effort to encourage and support childhood literacy.



THE GOODWILL WAY

THE DONATION CYCLE

When you support Goodwill Gulf Coast, you make it possible for people in need to access programs and services that help them build a better quality of life. We meet people where they are, understand their unique needs, and connect them with the resources and support that foster independence and opportunity. Together, we're creating a stronger, healthier community – where every person has the chance to realize their full potential.

Financial Impact

Total Revenue		\$34,775,259
Total Expenses	Programs & Services	\$28,885,135
	Administrative Support	\$3,454,837
	Marketing & Fundraising	\$267,522
	Mission Development/Expansion Funds	\$2,167,765

COMMUNITY IMPACT

YOU DONATE

481,219 donations of clothes and household goods – **16,019** more than last year
\$53.33 average value of each donation – **5.4%** more than last year



WE SELL

1,154,563 customers shopped in our retail and outlet stores – **96,000** more than last year and surpassing **1 million** customers for the second year
51.2% of our customers chose to "round up", donating **\$142,155** for programs and services



WE TRAIN

13,857 people in need were provided with services – **422** more than last year
29,452 services were provided to those in need – **10,295** more than last year

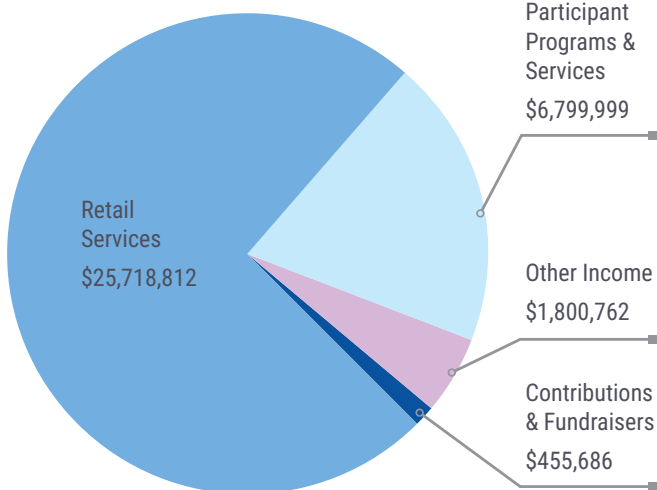


PEOPLE WORK

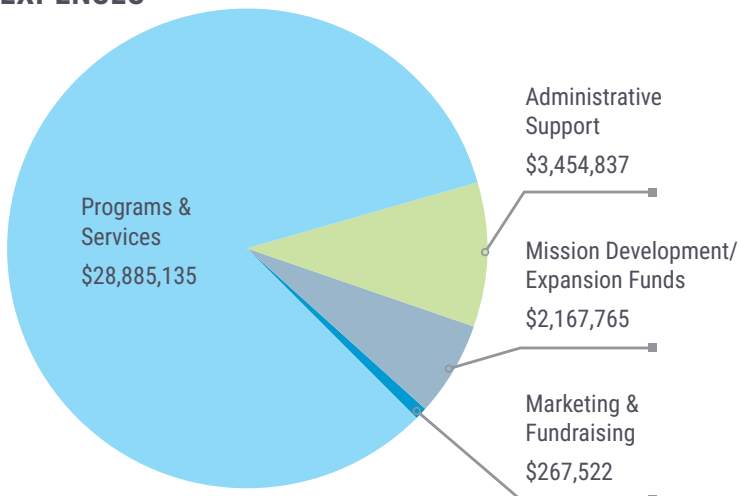
351 individuals were employed in our retail stores during FY 2025
4,985 people became better prepared for employment – **678** more than last year
 With Goodwill Gulf Coast's help, **612** individuals secured a job – **26%** more than last year



REVENUE



EXPENSES



THE GOODWILL WAY

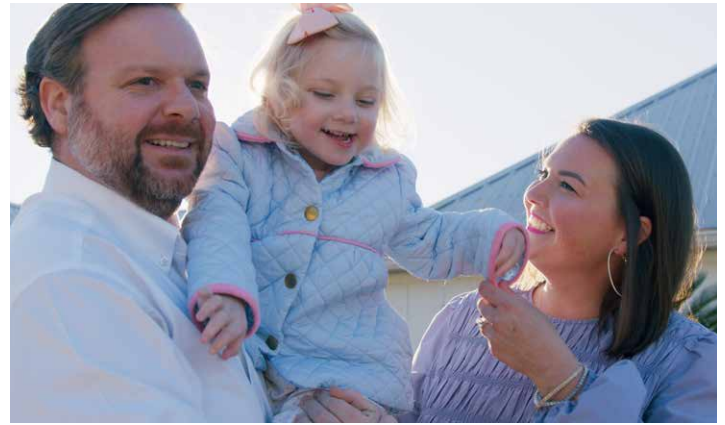
SUCCESS STORIES

Helen Sims GED PROGRAM

When Helen Sims decided to get her high school diploma, she wanted to set a good example for her two daughters. When struggling with school, she could encourage them by pointing out that “Mommy’s in school too.” As she studied, Helen saw an improvement in her daughters’ grades, putting them on the Honor Roll for two semesters. She hoped having her high school diploma would result in getting a better job.

In November, Helen was among the graduates at Goodwill Gulf Coast’s ceremony. Helen admits that when she first enrolled, she wanted to give up. She soon learned, however, that she was up to the task with the help of her instructors at Goodwill Gulf Coast. “It has really boosted my confidence,” she said. “I’ve earned a license to be a substitute teacher. I am earning better pay, and still can take care of my girls after school.”

Helen isn’t planning to stop there. Next, she would like to get her CNA (Certified Nursing Assistant) license, another step she “never thought would be possible.”



Shreve McWilliams EARLY INTERVENTION PROGRAM

Shreve McWilliams was born prematurely and spent 16 days in Neonatal Intensive Care. Although she was born with microcephaly and brain calcifications, she didn’t begin to miss developmental milestones until around three to four months old. Shreve was diagnosed with a very rare condition called CTNNB1 syndrome. Among the most prominent challenges she faces are cerebral palsy, autism, behavioral issues, sleep difficulties, and a lack of speech and mobility.

Shreve’s parents contacted our Early Intervention staff seeking help. Early Intervention is a program at Goodwill Gulf Coast that provides support for infants and toddlers from birth through three-years old who have disabilities that prevent the child from meeting early developmental milestones. Services include personalized instruction, various types of therapy, and family support and training.

Shreve’s days are now filled with Early Intervention, physical, occupational, ABA, and speech therapy appointments, alongside doctor visits, testing, and procedures. She works five times harder than other children, yet she remains undeterred. She squeals with joy daily and has a smile that can melt anyone’s heart.

John Bliss JOB TRAINING/PLACEMENT

When John came to Goodwill Gulf Coast, he was looking for help finding a job. It soon became clear that John also needed housing, a hearing aid, and additional support as a veteran. With the support of our Career Navigator Trinitius Jackson, he found a path forward.

Through hard work and dedication, John completed our Employment Preparation Workshops, joined the A-RESET program, and landed a part-time security guard job earning \$12/hour. Trinitius signed him up for the computer training he needed for the new job, but John couldn’t wait to get started so he taught himself the computer skills needed. Due to this drive and dedication, John was quickly promoted to supervisor and transitioned to full-time. He recently was promoted again to Sergeant and received a well-deserved raise!

While John worked, Goodwill Gulf Coast helped him secure stable housing through Housing First and a much-needed hearing aid to improve his daily life. We’re proud to stand beside John on his journey. His story is proof that with opportunity, support, and determination, real change is possible.





THE GOODWILL WAY

MOVING FORWARD



Goodwill Gulf Coast opens new facility in Foley

Moves to new locations in Semmes, Fort Walton Beach

In September 2025, Goodwill Gulf Coast held a grand opening for a new 50,000 sq. ft. facility in Foley, creating a new retail store, outlet store, donation center, and opportunity center to serve Baldwin County.

“Having a facility of this size and scope in Foley will help us provide more of our programs and services to benefit individuals and families living in this part of Baldwin County,” Frank Harkins, CEO of Goodwill Gulf Coast, said. “This will be the only facility in our 10-county service area that combines all four types of our stores and centers in one location.”

In addition, Goodwill Gulf Coast relocated two existing stores to new, larger locations. The Moffett store moved to a former furniture store nearby, and the Fort Walton Beach store moved to a shopping center near its former location. Both stores held reopening ceremonies this fiscal year.



Barry Reed named new CEO of Goodwill Gulf Coast

Assumes role following Harkins' retirement in 2025

In June 2025, Goodwill Gulf Coast announced the appointment of Barry Reed as our new President and CEO. Reed, who previously served as Vice President of Donated Goods Retail, assumed his new position on October 1, following the retirement of Frank Harkins, the organization's longtime leader.

Reed's selection marks a new chapter for Goodwill Gulf Coast, while also representing a continuation of the organization's mission and values. His journey with Goodwill Gulf Coast began nearly 20 years ago when he joined the team as a donation attendant. Since then, he worked his way up through the ranks, holding numerous leadership roles while demonstrating a consistent commitment to maximizing revenues from donated goods and generating financial support for programs and services.

“Barry's passion, experience, and deep connection to our mission make him the ideal leader for our organization's next chapter,” Richard Wilkins, Board Chair of Goodwill Gulf Coast, said. “His story is a true ‘Goodwill success story’ that reflects what Goodwill is all about – opportunity for advancement, personal and professional growth, and dedication to the communities we serve.”

THE GOODWILL WAY

LOCATIONS NEAR YOU



ALABAMA LOCATIONS

AZALEA STORE & OPPORTUNITY CENTER

300 Azalea Rd. Unit F
Mobile, AL 36609

SCHILLINGER STORE & OPPORTUNITY CENTER

2423 Schillinger Rd. S.
Mobile, AL 36695

AIRPORT OUTLET STORE

7431 Airport Blvd.
Mobile, AL 36609

SEMMES STORE

3490 Schillinger Rd. N
Semmes, AL 36575

SARALAND STORE

1016 Hwy. 43 N.
Saraland, AL 36571

FOLEY STORE, OUTLET STORE & OPPORTUNITY CENTER

200 E. Azalea Ave.
Foley, AL 36535

FAIRHOPE STORE

138 Baldwin Square
Fairhope, AL 36532

SPANISH FORT STORE & OPPORTUNITY CENTER

10718 Eastern Shore Blvd.
Spanish Fort, AL 36527

FLORIDA LOCATIONS

OLIVE STORE & OPPORTUNITY CENTER

1715 East Olive Rd.
Pensacola, FL 32514

ENSLEY STORE

2 East Nine Mile Rd.
Pensacola, FL 32534

PACE STORE

4325 Woodbine Rd.
Pace, FL 32571

FORT WALTON BEACH STORE & OPPORTUNITY CENTER

111 Racetrack Rd. NW
Fort Walton Beach, FL 32547

DONATION CENTERS

AIRPORT-DAWES

8013 Airport Blvd.
Mobile, AL 36608

COTTAGE HILL

5013 Cottage Hill Rd. Suite U
Mobile, AL 36609

DAPHNE

28691 U.S. 98
Daphne, AL 36526

DAUPHIN STREET

3170 H. Dauphin St.
Mobile, AL 36606

KORBET SQUARE

2029 Airport Blvd. Suite D
Mobile, AL 36606

BELLVIEW

5998 Mobile Hwy.
Pensacola, FL 32526

EGLIN PARKWAY

700 Eglin Parkway NE
Fort Walton Beach, FL 32547

FLOROSA

1900 U.S. Hwy. 98
Mary Esther, FL 32569

MILTON

5163 Dogwood Dr.
Milton, FL 32570

SORRENTO

10427 Sorrento Rd., Unit 303
Pensacola, FL 32507

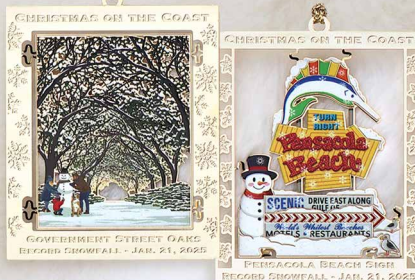
TIGER POINT

3021 Gulf Breeze Pkwy.
Gulf Breeze, FL 32563

To access our website, scan:



"CHRISTMAS ON THE COAST" 2025 ORNAMENTS



<http://www.goodwillgulfcoast.org/ornaments>



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